

RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

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Region Operations Mgr

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July 18, 1997

RJR Account #281200
Ms. N. Hibbert
HIBBERT & McGEE, INC.

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Nancy:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as 47 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
<i>Light</i>	12300-22588	<u>3</u>
<i>Light Men 100</i>	12300-22592	<u>3</u>
<i>Light 100</i>	12300-22589	<u>3</u>
<i>FF 100</i>	12300-22590	<u>2</u>

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

Product / Premium Arrival:

August 25, 1997

Ship Date to Retail:

Week of: September 8, 1997

SKU CUBE:

0.9960

SKU WT (w/o Product):

1.7000 lbs

Retail Sales Offer per Sku:

21 Offers

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT \$ Amount:

\$1,683.93

Non-EFT \$ Amount:

\$N/A

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-2-

B2G1F

HIBBERT & McGEE, INC.

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.

UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED '*RETAILER LETTER*'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.

(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;

8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.

(THE ENCLOSED '*RETAILER LETTER*' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$54.60 (3.9 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: R. Tanchyk

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

51852 1977

Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This "Buy 2 Packs - Get One Free" promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.



This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.



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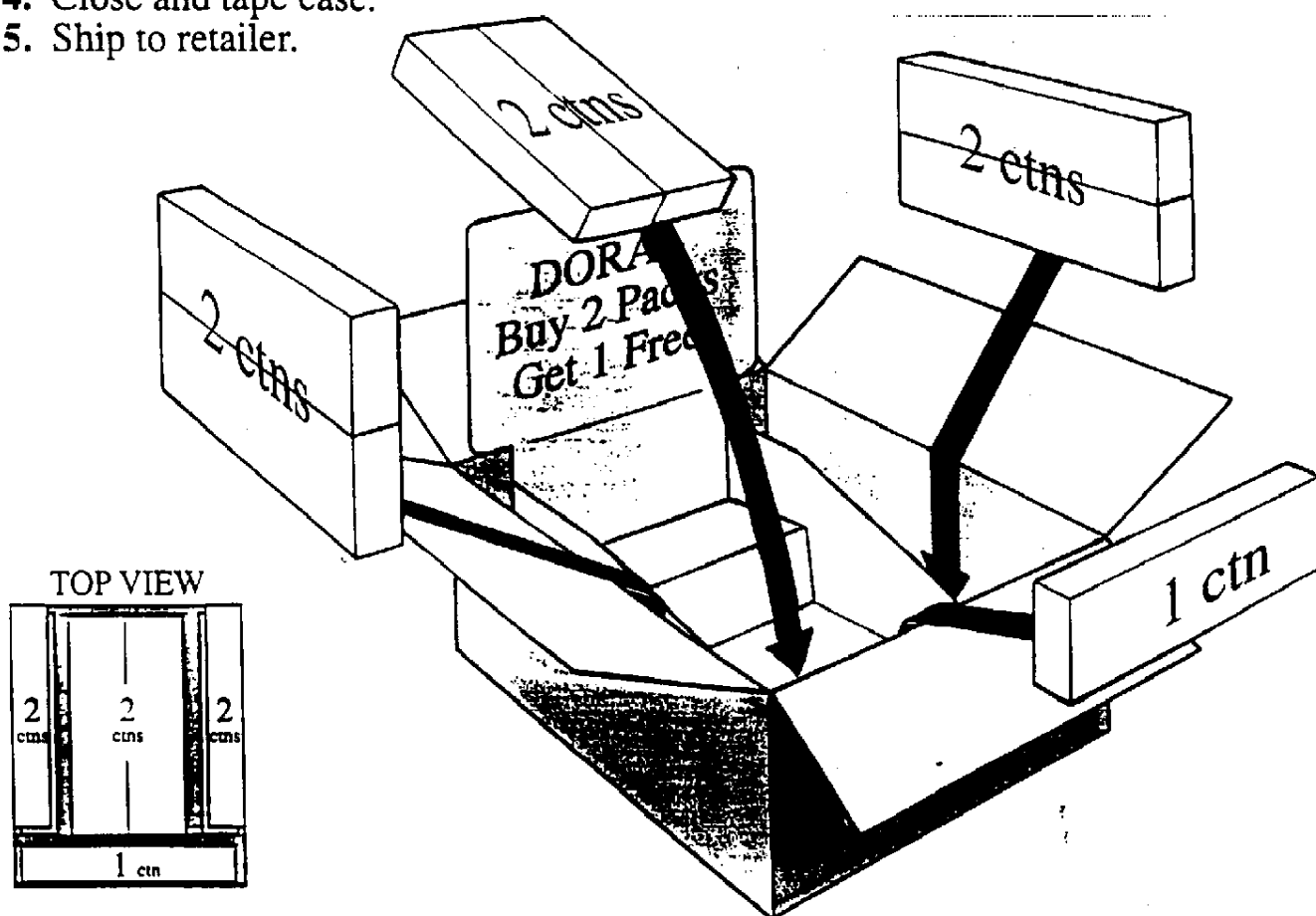
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR '97

September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #530030

Description: DORAL September B2G1F Display/POS Kit

Brand Style	<i>Light</i>	<i>Lt MEN 100</i>	<i>Light 100</i>	<i>ff 100</i>		
Number of Cartons	<i>2</i>	<i>2</i>	<i>2</i>	<i>1</i>		

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WHOLESALE : 281200 HIBBERT & MCGEE, INC. <DIRECT>
 TEMPLATE : 701143 70900 DOR B2G1F SEPT
 TEMPLATE SEQ : 0014
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162301	162323	409144	MAC'S QUIK STOP	233 S MAIN ST	SAINT ALBANS	VT	05478	1				(802)524-3182
163801	163827	034813	ONE-STOP MINI MART	89 MAIN ST	NEWPORT	VT	05855	1				(802)334-2416
163801	163827	113702	BRADFORD VILL STORE	MAIN ST	BRADFORD	VT	05033	1				(802)222-4617
163801		399844	WAITS RIVER GENERAL	RR 1 BOX 21	WEST TOPSHAM	VT	05086	1			182	(802)439-5360
163801	163827	434540	ORLEANS MINI MART	P.O. BOX 118	ORLEANS	VT	05860	1			127	(802)754-8576
163801	163827	549705	LYNDONVILLE REDEMPN	HCR 68	LYNDONVILLE	VT	05851	5				(802)626-8348
163801	163827	553297	DERBY CORN MINI MAR	RTE 5/MAIN ST	DERBY	VT	05829	1				(802)766-5141
163801	163827	556580	EAST MAIN MINI MART	1045 E MAIN ST	NEWPORT	VT	05855	1				(802)334-8460
163801	163827	647732	FORDHAM'S MOBIL MAR	RTE 5	LYNDONVILLE	VT	05851	1		2794-0200	479	(802)626-1120
163801	163828	652905	GRANITEVILLE GENERA	MAIN ST.	GRANITEVILLE	VT	05654	1			272	(802)476-5088
163801	163827	760597	COLE'S MARKET	52 MAIN ST	ORLEANS	VT	05860	2				(802)754-6015
163804	163828	114238	RICHARDSON'S STORE	MAIN ST	BETHEL	VT	05032	2				(802)234-9570
163804	163828	381203	M & M BEVERAGE #01	SALISBURY ST	RANDOLPH	VT	05060	1		3598-0000		(802)728-9197
163804	163828	760419	RINKER'S MOBIL	RTE 66	RANDOLPH	VT	05060	1				(802)728-3642
163809	163828	048330	DAYTON'S STORE	RT 116	EAST MIDDLEBUR	VT	05740	1				(802)388-3304
163809	163829	114121	TOMLINSON'S STORE	BRIDGE ST	MORRISVILLE	VT	05661	4				(802)888-2694
163809	163829	381204	M & M BEVERAGE #02	MAIN ST	MONTPELIER	VT	05602	2		3598-0000		(802)229-9042
163809	163828	381213	M & M BEVERAGE #05	NO MAIN ST	BARRE	VT	05641	1		3598-0000		(802)479-9040
163809	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-7161
163809	163829	400847	AIRPORT MOBIL	1801 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2794-0200		(802)863-3743
163809	163828	425670	M & M BEVERAGE #04	MAIN ST	SOUTH BARRE	VT	05670	1		3598-0000		(802)479-2045
163809	163829	448637	DORSET ST BEV CTR	364 DORSET ST	SOUTH BURLINGT	VT	05403	1				(802)863-8058
163809	163828	490439	MAPLEWOOD D LIMITED	BERLIN 4 CORNERS	BERLIN	VT	05641	1				(802)229-5291
163809	163829	571244	BARRE ST. BEVERAGE	79 BARRE ST	MONTPELIER	VT	05602	1				(802)223-2330
163809	163829	615885	DJ'S CORNER STORE	RT. 15 & 100C	JOHNSON	VT	05656	1				(802)635-7585
163809	163829	679263	TIM'S CONVENIENCE	RR 1	PLAINFIELD	VT	05667	1			333	(802)454-7111
163809	163829	704049	WAGGY'S DELI	98 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4862
163809	163829	714935	M&A ENTERPRISES LTD	DBA M&M BEVERAGE	HARDWICK	VT	05843	1			483	(802)472-6881
163809	163829	759699	KWIK STOP & DELI	WOLCOTT STREET	HARDWICK	VT	05843	1				(802)472-6460
163809	163829	760768	PARKER'S QUICK STOP	15 BERLIN ST	MONTPELIER	VT	05602	2				(802)229-9538
163809	163829	114083	CRACKER BARREL	RT 15	ESSEX CENTER	VT	05451	1				(802)878-8517

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 42

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 42



To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE

RETAILDR.DOC

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